

## Updated Revenue Measure DRAFT Work Plan

Below is an updated timeline for evaluating revenue measures, integrating milestones for polling, community outreach and key decision points for the Subcommittee and Council. New polling items are highlighted in grey.

No.	Task/Deliverable	Target Date	Milestones/Key Issues
1	Solicit proposals from polling firms	January	
2	Develop budget and staffing plan	January	<ul style="list-style-type: none"> <li>Consider polling, expert consulting assistance, and/or contract staff</li> </ul>
3	Appoint Council Subcommittee	January 23	<ul style="list-style-type: none"> <li>Will be subject to Brown Act</li> </ul>
4	Select polling firm	February 6	<ul style="list-style-type: none"> <li>Subcommittee</li> <li>Retain Fairbank, Maslin, Maullin, Metz and Associates (FM3)</li> </ul>
5	Conduct Kickoff Meeting with FM3	February 15	
6a	<b>Draft poll</b>	<b>February 16 – March 2</b>	<ul style="list-style-type: none"> <li><b>Provide initial draft to the City</b></li> <li><b>Receives input</b></li> <li><b>Provide updated draft for review</b></li> <li><b>Finalize draft after receiving additional comments</b></li> </ul>
6b	<b>Program survey and conduct interviews</b>	<b>March 6 – March 16</b>	<ul style="list-style-type: none"> <li><b>Program online surveys</b></li> <li><b>Conduct online interviews</b></li> <li><b>Conduct phone interviews</b></li> </ul>
6c	<b>Provide initial results to staff</b>	<b>March 19</b>	<ul style="list-style-type: none"> <li><b>Provide topline results</b></li> <li><b>Provide cross-tabulated data</b></li> </ul>
6d	<b>Present findings to Subcommittee</b>	<b>Week of March 26</b>	<ul style="list-style-type: none"> <li><b>Meeting date TBD</b></li> </ul>
6e	<b>Provide results to Council and seek direction on moving forward on 1-3 measures</b>	<b>April 17</b>	<ul style="list-style-type: none"> <li><b>Determine measures moving forward</b></li> <li><b>Key parameters of employer tax</b></li> <li><b>Whether to conduct a second survey</b></li> </ul>
7	Develop key communication messages and content	February/March	<ul style="list-style-type: none"> <li>Potential use of communication strategist.</li> <li>City web-site, newsletter, social media, utility bill inserts, Nextdoor, etc.</li> </ul>
8	Conduct online questionnaire on measure(s)	March 19 <sup>th</sup> and 26 <sup>th</sup>	<ul style="list-style-type: none"> <li>Open City Hall</li> </ul>
9	Conduct preliminary outreach to cannabis stakeholders.	Mid- April	<ul style="list-style-type: none"> <li>Conduct meeting with cannabis stakeholders</li> </ul>
10	Conduct preliminary outreach to businesses on potential restructuring of business license tax	Mid-March thru May	<ul style="list-style-type: none"> <li>Conduct meeting with Chamber, Central Business Association, large companies, small businesses</li> </ul>

No.	Task/Deliverable	Target Date	Milestones/Key Issues
11	Conduct preliminary outreach to hotel owners on potential TOT increase	mid-April	<ul style="list-style-type: none"> <li>• Conduct meeting with hotel owners</li> </ul>
12	Community outreach on measures moving forward	March/April/May	<ul style="list-style-type: none"> <li>• Continue outreach on City web-site, social media, city communication vehicles</li> <li>• Conduct community presentation</li> <li>• Conduct additional targeted outreach meetings</li> </ul>
13	Council meeting to provide update and get direction	April 17	<ul style="list-style-type: none"> <li>• Additional appropriations may be required</li> </ul>
14	Finalize ballot language	Late May	
15	Seek Council direction on measures moving forward	June 5	
16a	<b>Draft follow-up poll on employer tax</b>	<b>May 28 – June 6</b>	<ul style="list-style-type: none"> <li>• <b>Provide initial draft to the City</b></li> <li>• <b>Receives input</b></li> <li>• <b>Provide updated draft for review</b></li> <li>• <b>Finalize draft after receiving additional comments</b></li> </ul>
16b	<b>Program survey and conduct interviews</b>	<b>June 7-14</b>	<ul style="list-style-type: none"> <li>• <b>Program online surveys</b></li> <li>• <b>Conduct online interviews</b></li> <li>• <b>Conduct phone interviews</b></li> </ul>
16c	<b>Provide initial results to staff</b>	<b>June 15</b>	<ul style="list-style-type: none"> <li>• <b>Provide topline results</b></li> <li>• <b>Provide cross-tabulated data</b></li> </ul>
16d	<b>Present findings to Council and seek direction on measures to be placed on ballot.</b>	<b>June 26</b>	<ul style="list-style-type: none"> <li>• <b>Additional appropriations may be required</b></li> </ul>
17	County deadline for measures to be submitted to file ordinance	August 10	<ul style="list-style-type: none"> <li>• Santa Clara County Registrar of Voters office proposed calendar</li> </ul>
18	Election	November 6	<ul style="list-style-type: none"> <li>• Santa Clara County Registrar of Voters office proposed calendar</li> </ul>